

Media release

Tuesday 23 May 2006

More Māori quit smoking

The number of Māori smokers calling the Quitline to quit smoking has increased significantly.

Latest data from The Quit Group shows 2184 Māori smokers registered on the Quitline programme from January to March this year. 1723 Māori smokers registered to quit during the same period in 2005.

The Quit Group's spokesman on Māori issues Jon Royal is delighted that increasing numbers of Māori smokers are making the decision to create a healthier life for themselves and their whānau.

“It's excellent that more Māori are seeing the value of becoming smokefree.”

Mr Royal says the increase in caller numbers is due to new television advertising campaigns, as well as discussions in the media about Māori smoking.

“There is a lot of attention right now on the damage smoking is causing to Māori communities.”

The Quitline 0800 778 778 offers free advice, support and resources. Māori Advisors are available to speak to callers and people waiting to speak to an Advisor can listen to quitting tips in Māori. The Quitline also offers low cost patches and gum which can double your chances of quitting. The first four weeks of patches or gum cost \$5.00, Mr Royal says.

Mr Royal encourages smokers who quit but then relapse to give quitting another go. He says many smokers try to quit three or four times before they are successful.

“Pick yourself up, dust yourself off, and try again! If you relapse or are tempted to, call the Quitline– we're only too willing to support you.”

The Quitline offers a choice to smokers who want a telephone service but there are also services in many communities where people can sit down face to face for support and advice.

For more information:

Jon Royal	027 477 0064
Penny St John Communications Manager	027 687 3123

